

Enquiries to: Information Team
Our Ref: FOI 13035758



request-901159-1ef6b19a@whatdotheyknow.com

Dear Joe Hannigan

Freedom of Information Request 13035758

Thank you for your recent request. Your request was actioned under the Freedom of Information Act 2000 in which you requested the following information –

Can you please provide the following details relating to the car-free day and closure of the strand on 22 September.

1. When the scheme was conceived and by whom and which department.
2. Who authorised this event?
3. The projected and actual impact on local business and tourism.
4. The total cost of the entire project and number of working hours allocated to its planning and execution.
5. The projected and actual figures on the number of journeys saved with accompanying emissions data sets.

Response:

Liverpool City Council can advise that our responses are as follows –

1. When the scheme was conceived and by whom and which department. World Car Free Day is an international event which is celebrated on 22 September every year. It is a LCC Highways & Transportation scheme and the event was organised with the assistance of LCC Culture Team. LCC have previously celebrated Car Free Day within the city, at Lark Lane and Wavertree. It was agreed to close part of The Strand this year to encourage motorists to give up their cars for the day and consider alternative sustainable forms of transport and demonstrate our commitment to support the city's goal in achieving Net Zero carbon by 2030.

2. Who authorised this event? The event was authorised by LCC Chief Highways Officer and Cabinet Member for Climate Emergency, Transport and Environment. The event also had full support from The Mayor, the Highways and Transportation Commissioner, senior leaders within the Council and the Liverpool City Region.

3. The projected and actual impact on local business and tourism. This was a one-day event to encourage people to consider switching to a car-free lifestyle to reduce pollution, improve health and help assist the Council's ambition to get to Net Zero by 2030 just less than seven years away. By replacing car trips wherever possible with walking, cycling and

public transport can make a big difference. Consultation with businesses within the affected area commenced in August and advanced warning signs were installed on the highway two weeks prior to Car Free Day. The Liverpool BID Company were also consulted, and Businesses were informed of the closure and diversion routes. The projected and actual impact on local business and tourism are not known.

4. The total cost of the entire project and number of working hours allocated to its planning and execution. The estimated cost was approximately £36,000 and is funded by the income generated by the Voi e-scooter scheme. The actual hours spent on the project have not been recorded, however the event has been in planning since end of July 2022.

5. The projected and actual figures on the number of journeys saved with accompanying emissions data sets. The average traffic volume on The Strand is 1,000 vehicles per hour in each direction from which have estimated that we have reduced CO2 emissions within the car free zone by approximately 1,000 kg during the road closure. Unfortunately, due to the breeze from the River Mersey and the need to monitor air quality over an extended period of time in order to obtain any meaningful data our Environmental Team advised against installing air quality monitoring equipment on The Strand to obtain actual data. It is worth noting that Liverpool City Council declared a Climate Emergency in 2019 and celebrating a car free day event is one way to encourage and change people's behaviour to driving and support's the city's goal in achieving Net Zero carbon by 2030.

This concludes our response.

The City Council will consider appeals, referrals or complaints in respect of your Freedom of Information Act 2000 and you must submit these in writing to Informationrequests@liverpool.gov.uk within 28 days of receiving your response.

The matter will be dealt with by an officer who was not previously involved with the response and we will look to provide a response within 40 days.

If you remain dissatisfied you may also apply to the Information Commissioner for a decision about whether the request for information has been dealt with in accordance with the Freedom of Information Act 2000.

The Information Commissioner's website is www.ico.gov.uk and the postal address and telephone numbers are:- Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Telephone: 0303-123-113. Email – mail@ico.gsi.gov.uk (they advise that their email is not secure)

I trust this information satisfies your enquiry.

Yours sincerely
Information Team